

for 2623

ME12.P
O I P E I A P 3 8
JUL 10 2007
In re
PATENT & TRADEMARK OFFICE

In re ~~the~~ Application of:

Examiner: Brown, Rueben M.

Group Art Unit: 2623

Irvine, California 92612

For : **SYSTEM AND METHOD FOR**
PERSONALIZED TV

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

July 5, 2007

Sir:

Transmitted herewith is an Amendment in response to the April 5, 2007 Office Action in the above-identified application.

- ☒ The enclosed document is being transmitted via the Certificate of Mailing provisions of 37 C.F.R. § 1.8.

The fee has been calculated as shown below:

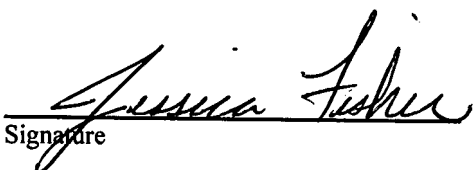
	CLAIMS REMAINING AFTER AMENDMENT			HIGHEST NUMBER PREVIOUSLY PAID FOR		PRESENT EXTRA	RATE	ADDITIONAL FEE
TOTAL	13	-	31	=	0		\$ 50.00	\$0.00
INDEPENDENT	3	-	5	=	0		\$200.00	\$0.00
<input type="checkbox"/> FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM							\$360.00	\$0.00
							TOTAL	\$0.00

- ☐ Petition for () month extension of time pursuant to 37 C.F.R. §§ 1.17 and 1.136(a).
- ☒ No fee is required.
- ☐ A check in the amount of \$0.00 is enclosed.
- ☐ Please charge Deposit Account No. 01-1960 in the amount of \$0.00. This form is submitted in triplicate.

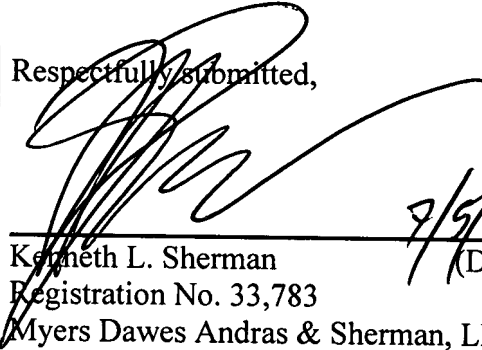
If necessary, the Commissioner is hereby authorized to charge payment or credit any overpayment to Deposit Account No. 01-1960 for any additional fees required in connection with this filing.

Attachment(s): Amendment - 10 pp.

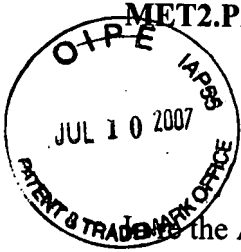
Return Receipt Postcard

<p align="center"><u>CERTIFICATE OF MAILING</u></p> <p>I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: MS Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on: July <u>5</u>, 2007.</p> <p>By: Jessica A. Fisher</p> <p> Signature</p>

Respectfully submitted,


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7/5/7
(Date)



MET2.PAU.23

PATENT APPLICATION

**UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH**

In Reply, please refer to the Application of:

K. KLARFELD et al.

Serial No.: 09/963,335

Filed: September 24, 2001

For : SYSTEM AND METHOD FOR
PERSONALIZED TV

Examiner: Brown, Rueben M.

Group Art Unit: 2623

Confirmation No.: 2141

Response to Office Action
dated April 5, 2007

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

RESPONSE TO THE APRIL 5, 2007 OFFICE ACTION

Dear Sir:

This is a Response to the Office Action dated April 5, 2007. Reconsideration and allowance of the claims is respectfully requested in view of the following amendments and remarks. Please charge any deficit or credit any surplus to our Deposit Account No. 01-1960. A duplicate copy of this page is enclosed for this purpose.

Amendments to the Claims are reflected in the listing of claims beginning on page 2 of this paper.

Remarks begin on page 5 of this paper.